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Food Business Line - Periodic Press Translations

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Report Highlights In the spring of 2007, *Aeon Co., Ltd.*, in cooperation with its 2,500 food suppliers, will initiate a web based system to provide information on potential allergens from their processed food products. *Kagome Co., Ltd.* developed a new variety of tomato that contains three or four times as much lycopene as normal tomatoes. The company would like to sell 20,000 tons of fresh tomatoes worth ten billion yen (approx. US\$84.4 million) in Japan by the end of March 2009.

Includes PSD Changes: No
Includes Trade Matrix: No
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Food Business Line

Periodic Press Translations from ATO Tokyo Vol. VI, Issue 9, November 1-30, 2006

Retail/Wholesale

- *Aeon Co., Ltd.* will strengthen the sale of liquor, especially imported liquor, at its stores. The company will develop liquor specialty shops in large scale supermarkets. The company is hoping to open 50 specialty shops by the end of 2007. The company will also establish a new distribution company that specializes in supplying imported liquor to the shops. (b. 11/17)
- *Aeon Co., Ltd.* will start selling fish with the “Umi-no-Eco”(ecology of the ocean) label. The label is certified by the *Marine Stewardship Council* (MSC). (11/24)
- Sales of pet items at home centers are increasing because of robust demand. (b. 11/17)
- Convenience stores that specialize in fresh fruit and vegetable are improving the information they give to consumers on the growers that produce these vegetables and fruits. For example, *Lawson Store 100* will display information on the growers of 100 fresh fruits and vegetable items within three years. The company currently provides information on 18 items. (b.11/24)

Food Service

- “Salad dish” is *McDonald’s Japan’s* new menu item. Even though the price costs 640 yen (approx. US\$5.40), sales has exceeded 10 million since it was introduced in May. (g. 11/23)
- *Kentucky Fried Chicken Japan Ltd* (KFC) planned on selling premium roast chicken priced at 5,250 yen (approx. US\$44.30) for Christmas. Premium roast chicken is the most expensive menu item at KFC. Over the last two years, this popular item has sold out shortly after it was introduced. (b.11/3)
- *Saizeriya Co, Ltd* will hold a sales campaign for wine. Sales of wine are increasing due to its growing popularity in Japan. (b.11/10)
- *Ito-En Ltd*, a major green tea beverage manufacture, acquired a 51% stock of *Foodx Globe Ltd*, the *Tully’s Coffee* operator. (b.11/10)

Food Processing/New Products/Market Trends

- Sales of luxury wines and champagnes for home consumption are growing. Department stores, which have targeting women in their 30s, have introduced smaller container wines and champagnes. (a. 11/14)
- *House Foods Corp.* has started a fresh herb business. They are planning to sell 30 million yen (approx. US\$253,000) worth of herbs by the end of March 2007 and 100 million yen (approx. US\$844,000) worth of herbs within the next three years. (f. 11/13)
- *Meiji Seika Kaisha Ltd.* will sell chocolate flakes to be mixed with hot water or hot milk. Hot chocolate is not very popular in Japan, but the company believes there is a lot of potential in Japan by marketing the product to women who are fond of chocolate. (b.11/10)
- Honey specialty shops are attempting to increase demand for honey. *L’abeille* sells French and Greek herb honey. Even though prices are two times higher than standard honey, the products at *L’abeille* are popular among women. (b.11/12)
- *Kagome Co., Ltd.* developed a new variety of tomato that contains three or four times as much lycopene as normal tomatoes. The company would like to sell 20,000 tons of fresh

tomatoes worth ten billion yen (approx. US\$84.4 million) in Japan by the end of March 2009. (b.11/24)

Food Safety/Consumer Awareness

- In the spring of 2007, *Aeon Co., Ltd.*, in cooperation with its 2,500 food suppliers, will initiate a web based system to provide information on potential allergens from their processed food products. (a.11/4)

ATO/Cooperator/Competitor Activities/Trade Shows

- *The Florida Department of Citrus* recently held a press conference to announce that they have appointed actress Yuka Kurotani as Ambassador of Florida Citrus. (f. 11/13)
- *The Pomegranate Council* conducted a California pomegranate cooking seminar in early November targeting the media. This seminar was the kick-off event for a menu promotion activity during the month of November at a popular French restaurant in Tokyo. (f. 1/13)
- From December 1 to 25, *the Pronto coffee shop/bar chain* ran a marketing campaign using Californian agricultural products. There were ten special menus at Pronto stores in the Tokyo Metropolitan area creating the image of U.S. Christmas. (b.11/22)
- *Meat and Livestock Australia (MLA)* will give classes at seven elementary schools around the country educating children about the features of Australian beef and the industry's safety control system. Children will also be provided Aussie beef at school lunches. (b.11/27)

☞ Sources ☞

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|----------------------------------|---|
| (a) The Japan Economic Newspaper | (b) The Nikkei Marketing Journal |
| (c) The Japan Food Journal | (d) The Beverage & Food News Commentary |
| (e) The Japan Food News | (f) The Food Industry News |
| (g) Fuji Sankei Business I | (h) Pan News |
| (i) Nihon Keizai Shimbun | |

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